




OUT OF THE FORESTS
"Warmth and comfort"
for the home

THE FACTS ABOUT
DONNACONA
THE ALL PURPOSE INSULATING LUMBER



DONNACONA

Standard Insulating Lumber
Plaster Lath
Roof Insulation
Industrial Board



IT INSULATES
AS IT BUILDS

A Product of
PRICE BROTHERS & Company Limited
Quebec-Canada
Established over 100 years



▼ DONNACONA ▼



Insulates as it Builds ▼

DONNACONA

What it is

DONNACONA is a combined insulating and building board—an all-wood product of Price Brothers & Company Limited, the oldest forest products organization in Canada.

DONNACONA combines maximum insulating efficiency with permanence and great structural strength.

Donnacona Board is the pure wood as it is taken from the forests, broken down in the Price Brothers mills into fibres. These fibres are specially treated to resist water, moisture, rot and vermin, and are then moulded by tremendous pressure into solid, one-piece sheets of building board half an inch thick.

Donnacona Board is one of the strongest and most efficient insulating building boards known.

When you build, when you buy, when you remodel, insist upon DONNACONA insulation.



↓ DONNACONA ↓



↓ Insulates as it Builds ↓

DONNACONA

The All-Purpose Insulating Lumber

- (1) **DONNACONA ADDS TO VALUE** without adding to cost. If the first cost is slightly more than that of lumber, it is given back to the purchaser in economy on installation for it comes in large solid sheets many times the width of ordinary building lumber.
- (2) **DONNACONA HOLDS IN HEAT.** Donnacona conserves fuel for it is an effective barrier against the passage of heat through walls and roofs. Its saving is not for one year or two, but for the lifetime of the building to which it is applied.
- (3) **DONNACONA KEEPS OUT COLD.** Donnacona is as impervious to outdoor cold as it is to the heat it is desired to keep in. Between roofs, walls, floors and ceilings it adds to the comfort of living, as well as to the value of the building.
- (4) **DONNACONA DEADENS SOUND.** Donnacona keeps outside noises where they belong and keeps inside sounds within. It assures privacy. Your next door neighbor stays next door, and your own affairs remain your own.
- (5) **DONNACONA CONTROLS REVERBERATION.** When the specially designed surface of Donnacona is used for interior finish and left unpainted millions and millions of dead air cells control the reverberation of voices, music and other sounds—preventing sound from hitting back at you.
- (6) **DONNACONA GIVES GREATER STRUCTURAL STRENGTH.** Built all in one piece without layers Donnacona cannot split. Made of first-grade wood fibres, it combines strength with rigidity. Donnacona will last as long as any building in which it is used.
- (7) **DONNACONA RESISTS WATER AND DAMPNESS.** If Donnacona is immersed in water for a considerable length of time and then allowed to dry out it will retain all of its insulating effectiveness and original strength. It will not warp or swell.
- (8) **DONNACONA IS ROT PROOF.** Every wood fibre in Donnacona Board is treated to resist rot under all ordinary conditions. Whilst in the mills before compression the fibres are thoroughly impregnated with a special chemical that renders them rot proof.
- (9) **DONNACONA IS VERMIN PROOF.** Donnacona Board is specially treated against vermin. Vermin cannot live in it.
- (10) **DONNACONA GRIPS PLASTER TENACIOUSLY.** Donnacona has an affinity for plaster. It bonds tenaciously and holds indefinitely.
- (11) **DONNACONA HAS A ROUGH CAST SURFACE.** One side of Donnacona Board is specially designed for pleasing interior finish. Natural, painted or stained, it presents opportunities for beautiful decorative effects. The other side is finished perfectly flat to take enamel and flat finishes.
- (12) **DONNACONA SAWS LIKE LUMBER,** and works like lumber. It is easily applied by anyone with saw, hammer and nails, and thus saves both time and money in handling and erection.



How and Where to use DONNACONA FOR WALLS



As Structural Sheathing



As Stucco Base

For Structural Sheathing—Donnacona Board is applied lengthwise, parallel to the studs and set directly on the framework, care being taken to leave $\frac{1}{4}$ " clearance between joints and ends of adjacent boards.

Where height of structure requires two or more courses of Donnacona Board the vertical joints should be broken and not continued on the same studs in the upper courses. This may be accomplished by offsetting or staggering the upper boards so that they are not set directly above the corresponding boards in the lower course.

Care should be given to the cutting and fitting of Donnacona Board around all openings, projecting rafter feet, etc., to provide a snug firm contact, and on no account should the board be forced into position.

Donnacona Board is weatherproof. It is intended for outdoor as well as indoor use. It is impervious to moisture.

It withstands frost, snow and heat.

For Exposed Exterior—Donnacona Board should have joints covered with wood battens or strips, and the Donnacona Board should be of the required width to produce a panelled effect.

Under Wood Siding—When wood siding or sheathing is to be applied over Donnacona Board it should be nailed through the insulating board to the wood frame.

Under Shingles—For this construction horizontal nailing strips should be laid directly on the Donnacona Board and these strips should be nailed securely through the insulating board into the studs. Shingles should then be nailed to the strips in the customary manner.

Under Brick Veneer—A minimum space of $\frac{1}{2}$ " should be left between brick and the board.

Under Exterior Stucco—To secure the best results joints between boards should be well filled up to the surface of the board with Hardwall or wood fibre plaster twenty-four hours before applying base coat. Stucco shall then be applied on any recognized metal reinforcing lath.

Against Masonry—Donnacona Board should be applied directly against a tacky coat of plaster bond or other asphaltic waterproofing and held tightly to secure a firm bond. It should then be nailed to bond (or nailing) strips laid horizontally in brick joints at 2' 0" centres.

For Inside Walls and Ceilings—Where Donnacona Board is to be applied as interior exposed finish to walls and ceilings, Donnacona Board should be applied to ceilings first and this work should be finished before walls are commenced. $\frac{1}{4}$ " should be left between adjoining boards. Boards should be secured with $1\frac{1}{2}$ " roofing nails 4" on centres where wood stripping or battens are to cover joints, and with $1\frac{1}{2}$ " finishing nails 3" on centres driven diagonally into the nailing studs where exposed joints are required.

As Plaster Base—For interior plastering Donnacona Board should be applied in identically the same manner as for structural sheathing. Space between boards at side, top and bottom should be completely filled with fibre gypsum Hardwall plaster thoroughly tamped into such joints.

Strips of metal lath not less than 4" wide should be securely affixed over all joints.

Joints between frame and masonry structure whether in the same plane or at an angle should be covered with metal lath extending well over such junction and securely fastened to such frame or masonry. Donnacona Plaster Lath is particularly recommended for this work as it has a specially designed key giving additional strength.

Corners—Projecting corners should be fitted with 16 gauge metal corner beads extending the full height of such corners. Metal corner beads should be securely nailed into the nailing studding.

Interior corners or angles at ceilings and walls should be reinforced with metal lath at least 6" wide bent to fit the corner or angle and securely nailed through the Donnacona Board to studs, joints or rafters.

Lath—Only galvanized or copper bearing lath should be used.

Plaster should be quick setting gypsum Hardwall composition either fibred or unfibred.

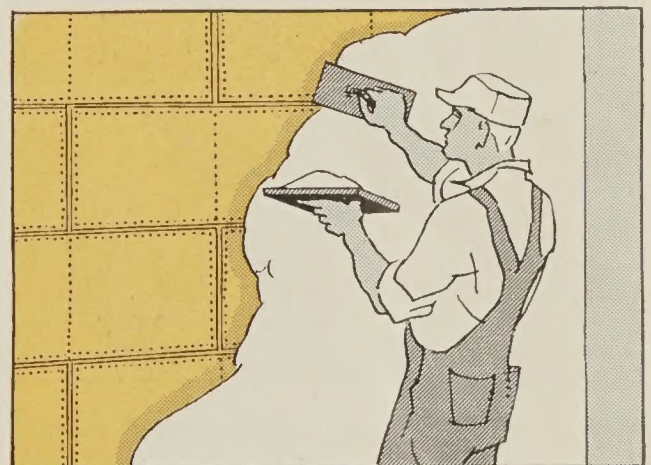
Plaster Application—Base coat of plaster should be applied directly to the Donnacona Board. Thickness should not be less than $\frac{1}{4}$ ". Base coat should be allowed to dry thoroughly before the second coat is applied.

Plaster Finish Coat—May be of any recognized type or composition but total thickness should not exceed $\frac{1}{8}$ ".

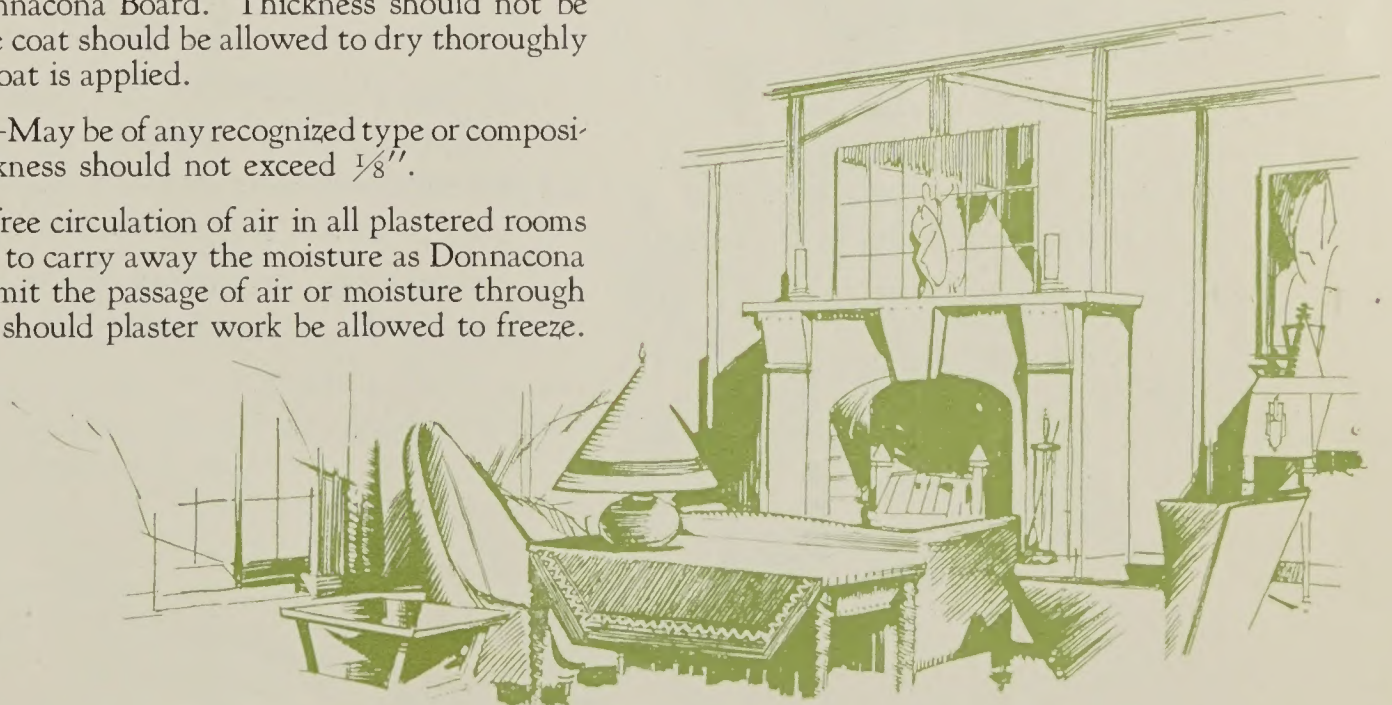
Plaster Drying—A free circulation of air in all plastered rooms should be provided to carry away the moisture as Donnacona Board does not permit the passage of air or moisture through it. On no account should plaster work be allowed to freeze.



Interior Panelling



As Plaster Base

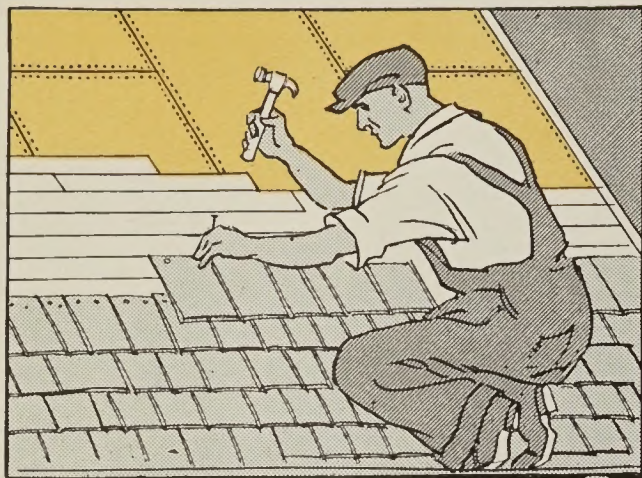


DONNACONA



Insulates as it Builds

FOR ROOFS



For Roof Insulation

Under Shingle, Slate or Tile—Under rigid roof covering Donnacona Board should be nailed directly to the rafters. On top of the insulating board should be nailed, through the Donnacona Board and to the rafters, $\frac{7}{8}$ " wood sheathing. Where two or more layers of Donnacona Board are used joints should be broken between the lower and each subsequent layer of board. Nails should be long enough to penetrate the rafter to a depth of 1". Shingles, slate or tile can be applied over roof sheathing.

FOR SOUND DEADENING



Donnacona for Sound Deadening of Floors

Floors—Donnacona Board should be laid directly on the floor joists and parallel to them. The finished flooring should be laid at once and should be nailed to joists through the insulating board. Another way is to lay Donnacona Board loosely over sub-flooring and to lay the finished floor on top and nail through Donnacona Board to sub-flooring.

Donnacona may also be nailed directly to sub-floor and on top of it 2" x 2" sleepers on 12" or 16" centres. The finished flooring is then laid directly over the sleepers. This method of floor construction is particularly to be recommended where quiet is very desirable.

Sound Insulation of Frame Partitions—In constructing sound insulated frame partitions double studs shall be spaced 16" o.c. and staggered so that no stud is continuous from one wall surface to the other. Sheets of STANDARD DONNACONA INSULATING LUMBER shall be placed loosely between the two rows of studs. The outer surfaces of the partition shall be covered with DONNACONA BOARD or Plaster-Lath followed by a standard plaster finish.



Making Old Homes into NEW

Everywhere there are old homes steeped in sentiment or history that are anything but homelike in their resistance to cold and in the retention of heat.

Donnacona Board can be used to build comfort and economy into these homes; and yet retain their original charm.

In such structures the most satisfactory points of insulation are usually attics and basements. Often these spaces can with the addition of Donnacona Board, be made into nurseries, playrooms, billiard rooms, and additional living quarters.

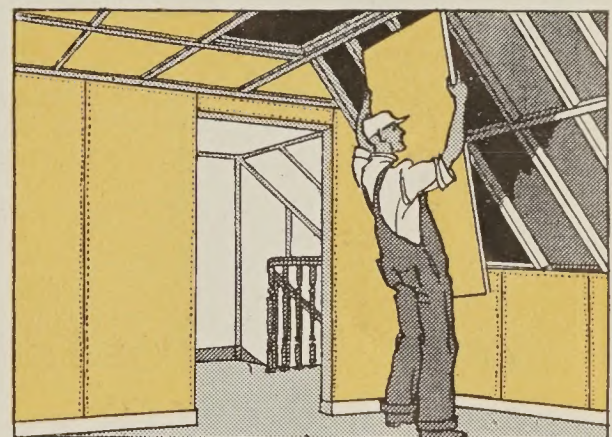
Concrete and brick exterior walls below grade are good conductors and the application of Donnacona Board to such walls will make itself felt at once throughout the entire home.

Under Roof Rafters—Donnacona Board may be nailed to the underside of existing roof rafters, care being taken to make a tight joint at point of contact with the side walls. An additional strip of Donnacona Board at this point is an excellent idea.

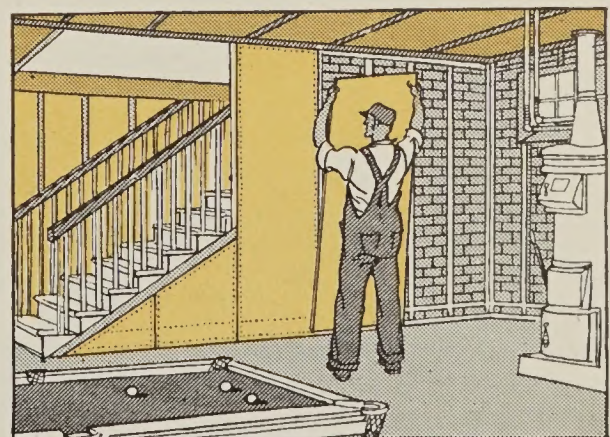
Over Attic Joists—Donnacona Board should be applied to the top of attic joists and extended to make a tight bond with side wall at eaves.

Over Attic Floors—Donnacona Board should be laid directly over attic floors with all joints in moderate contact and well nailed into place. If the attic is to be used finish floor should be laid over the Donnacona Board.

For Basement Walls—Donnacona Board should be affixed to walls with foundation or plaster bond or other asphaltic waterproofing. Another way is to nail up nailing strips and apply Donnacona Board directly to them.



Attic Lining

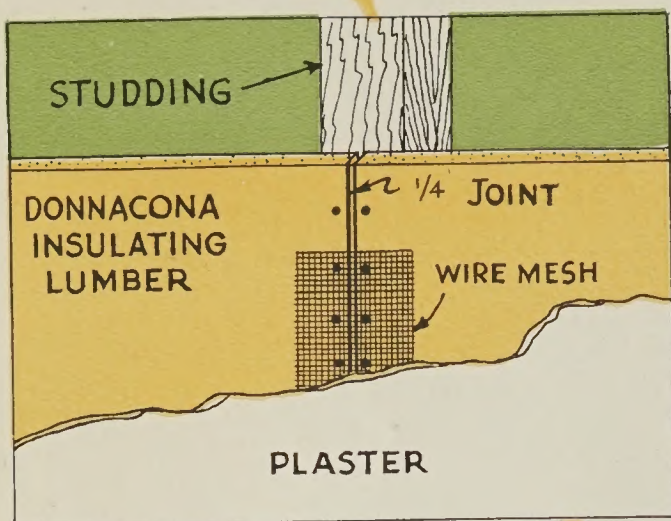


Basement Lining

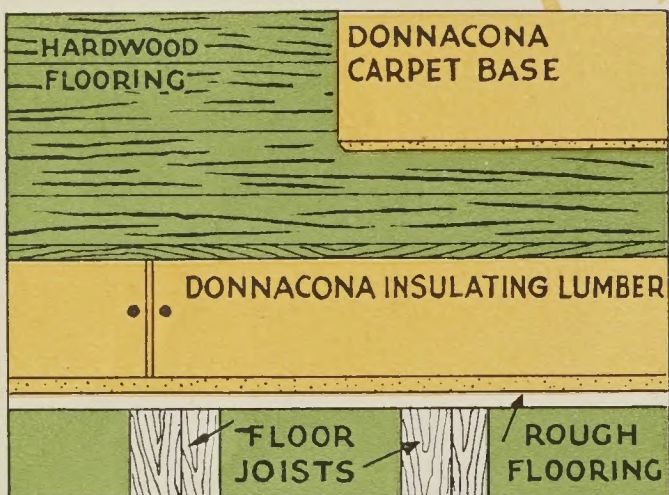
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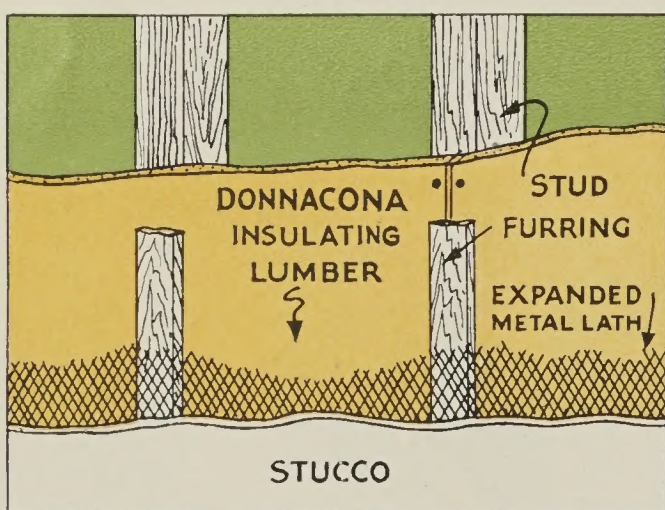
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Plaster Base



Floor Insulation



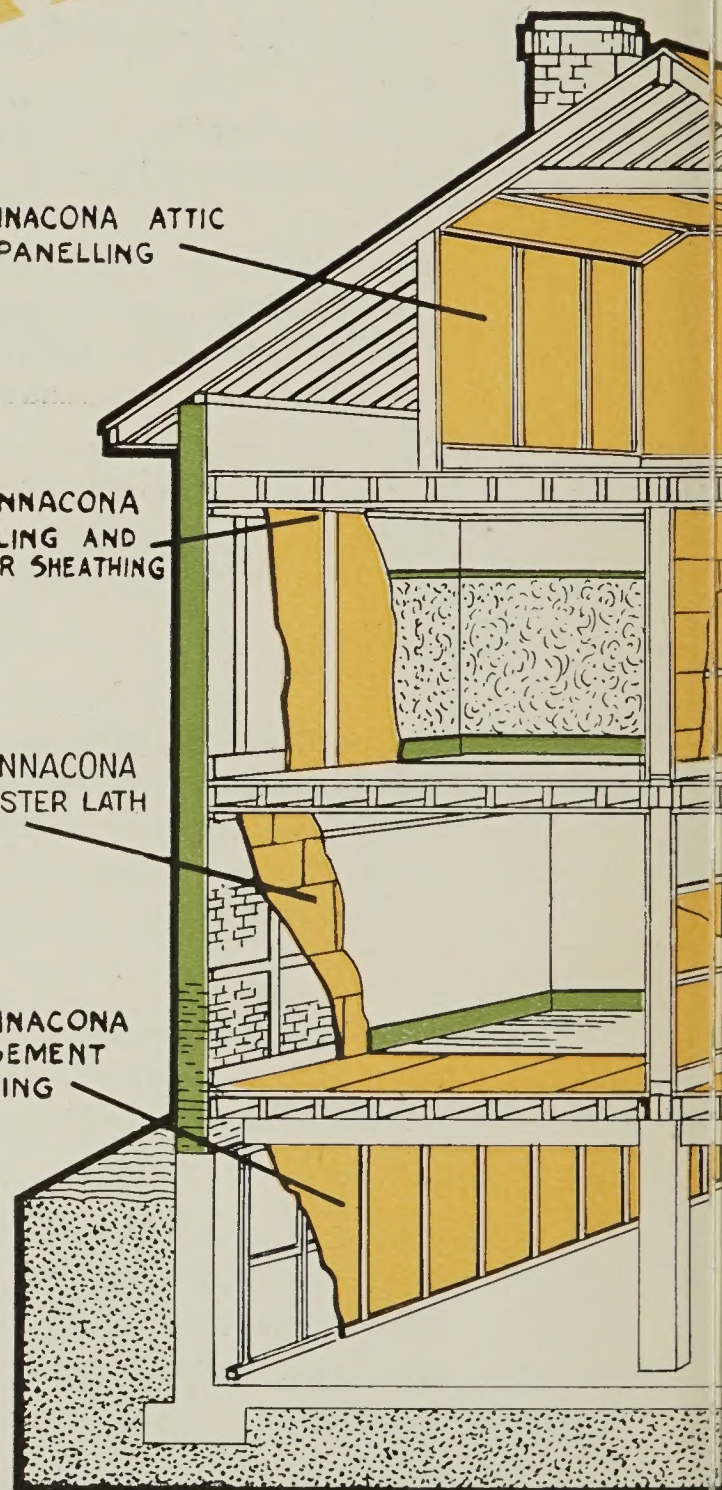
Stucco Base Insulation

DONNACONA ATTIC PANELLING

DONNACONA CEILING AND FLOOR SHEATHING

DONNACONA PLASTER LATH

DONNACONA BASEMENT LINING



HEAT

INSULATING

EASILY

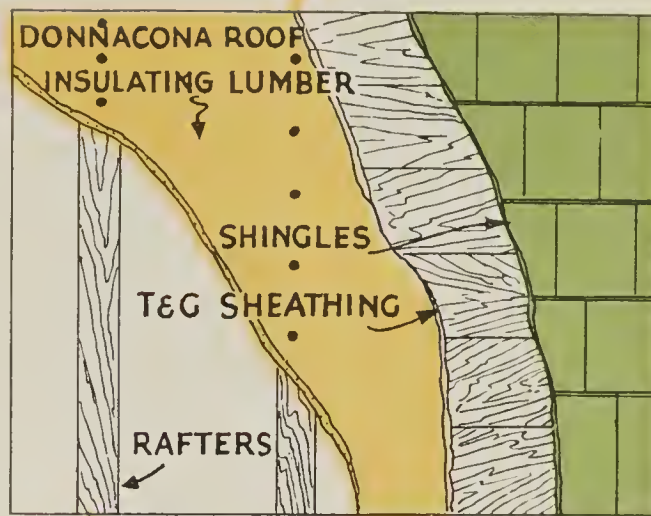
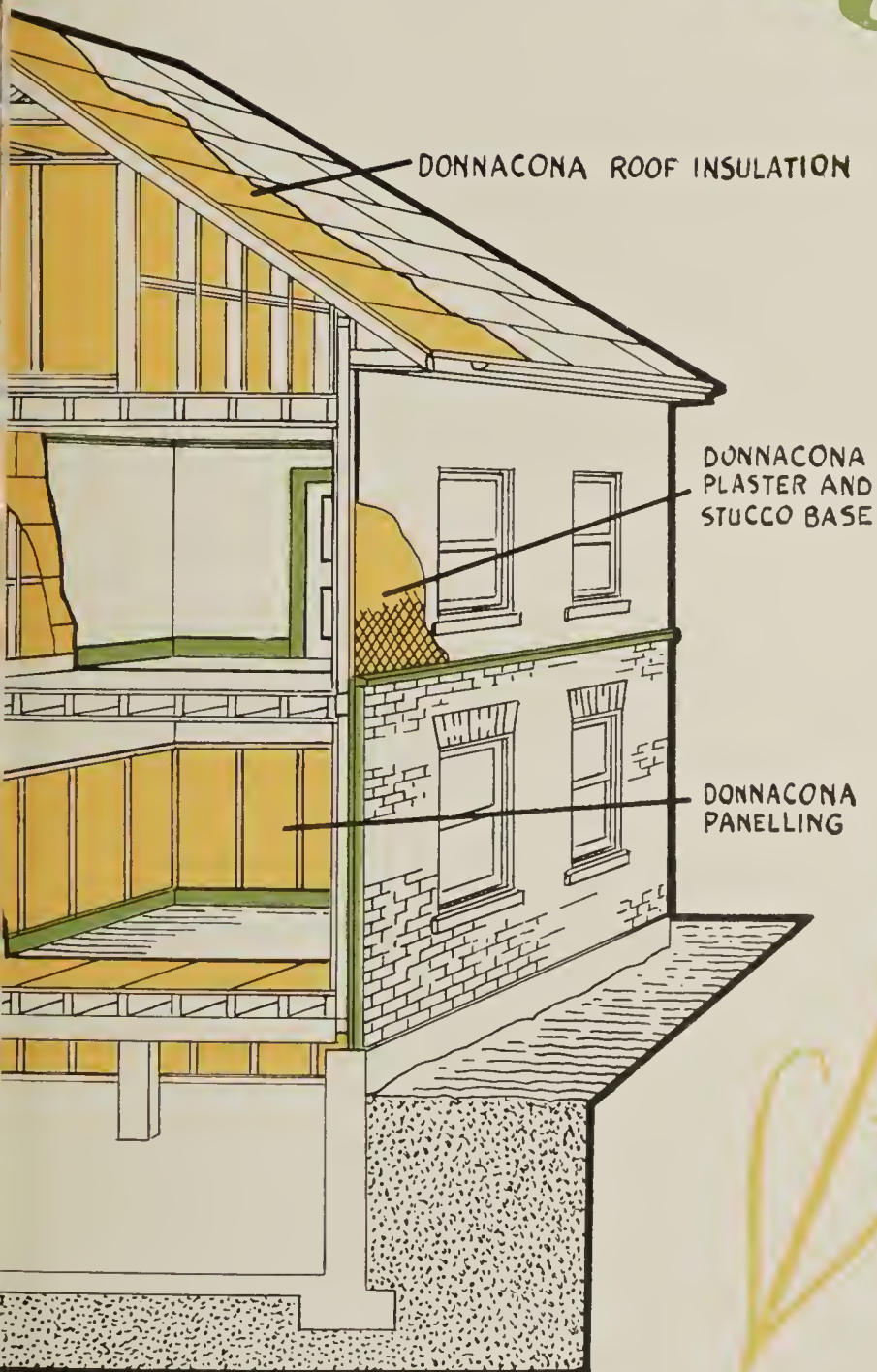
ECONOMICAL

DONNACONA

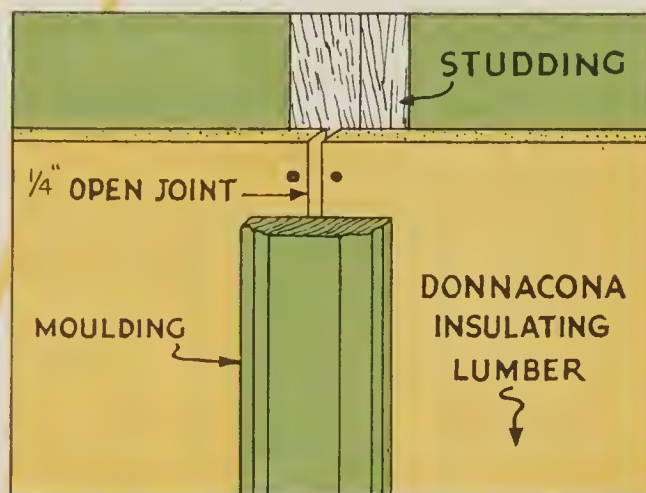
PLATES

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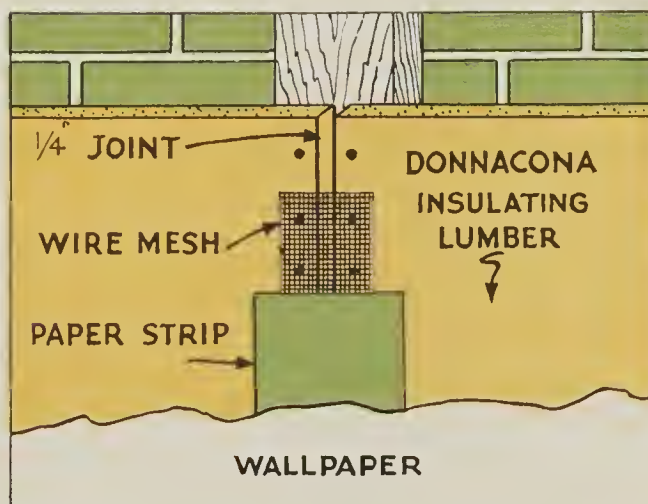
SOUND



Roof Insulation



Panel Effects



Wallpaper Base

G LUMBER

APPLIED

DURABLE



SURFACE FINISHING



Attractive Rough Cast Surface



Beautiful Effects with Paint and Stains.—

Donnacona Board has a beautiful rough cast surface as shown above which is specially designed to provide rich and decorative wall finishes at no additional cost, other than the application of paint or stain to the exposed board.

Before applying the finishing coats however, a glue size is recommended to secure maximum coverage, after which any number of distinctive wall treatments can be obtained on either the smooth or rough cast surfaces.

Duo-toned, stippled and glazed finishes are particularly recommended to take advantage of the attractive surface.

DONNACONA on the FARM

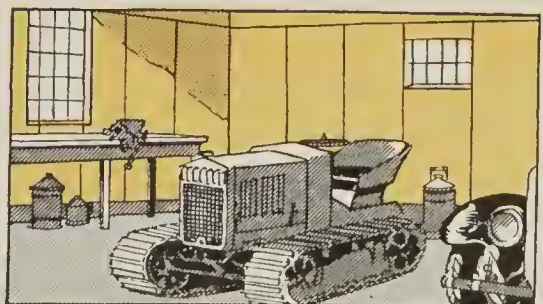
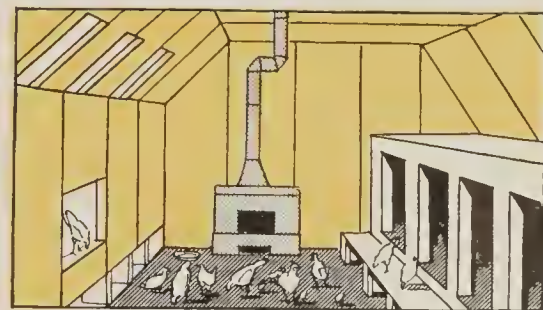
Progressive farmers are quick to appreciate the value of insulated farm buildings. Live stock and fowl are in some respects just as sensitive to sudden changes in temperature as humans. Regulated temperatures are absolutely essential to certain classes of perishable farm products.

One of the most economical and satisfactory methods of regulating temperatures is by DONNACONA insulation. DONNACONA insulating lumber, properly applied to stables, barns and all other farm buildings effectively regulates temperatures both summer and winter.

Experience has shown that live stock responds immediately to the better conditions found in insulated buildings.

Greater production per animal and better health, to say nothing of the reduction of loss due to spoiled products are all factors which increase the profits of farmers using DONNACONA insulation.

The advantages of DONNACONA insulation continue throughout the lifetime of the building in which it is installed, adding to its investment or resale value.



DONNACONA

Insulates as it Builds

Technical Service for **DONNACONA** users



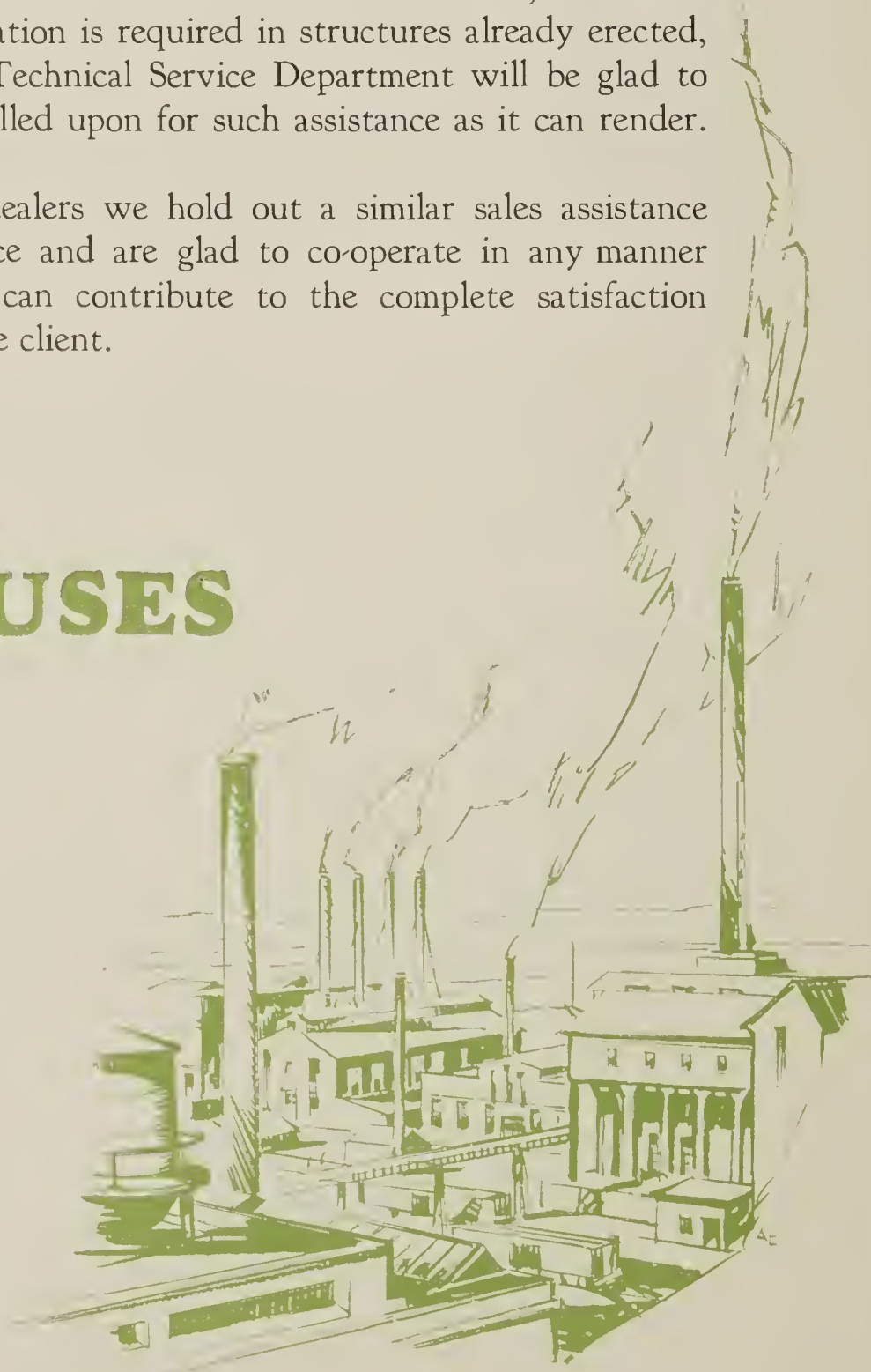
The Donnacona insulating engineers are at the service of Donnacona users all over Canada, either to advise by mail or to inspect, plan, and estimate on adequate insulation for new and old buildings.

New buildings do not as a rule present serious difficulties to architects, builders or contractors but where reconstruction is involved, or where insulation is required in structures already erected, our Technical Service Department will be glad to be called upon for such assistance as it can render.

To dealers we hold out a similar sales assistance service and are glad to co-operate in any manner that can contribute to the complete satisfaction of the client.

INDUSTRIAL USES

Donnacona Industrial Board is particularly useful as roof insulation for large areas. It is made in sheets 3' 0" wide and 6' 0" long, and on special orders it can be supplied in various lengths. It has the same thickness as Donnacona Standard Board ($\frac{1}{2}$ ") but its smaller size makes it very easy to handle for roof insulation and cuts down considerably on the cost of erection. It can also be supplied in thicknesses up to 2".



DONNA CONA

Insulates as it Builds

DONNA CONA

increases RENTAL LOAN and RESALE values...

A lifetime discount of 25% on all fuel bills is not to be ignored by any home buyer. That is what the purchaser of a Donnacona insulated house gets in addition to increased comfort, winter and summer.

It is little wonder that home buyers are asking "Is it insulated?" Insulation makes a house into a home—raises its market value and, in consequence, adds to the rental, loan and resale value.

Wise builders everywhere are recognizing that the cost of Donnacona insulation is only trifling when compared with the value it immediately adds to the property in which it is installed.



This Building is kept
WARM IN WINTER
COOL IN SUMMER
AND QUIET ALWAYS
By means of

DONNA CONA
INSULATING  LUMBER

John J. Jones - Contractor

Look for this sign before you
buy or rent a new home.

It is your guarantee of comfort.

DONNACONA

Insulates as it Builds

FOUR GENERATIONS of Canadian History

1816

In 1810 William Price was sent out to Canada by the British Admiralty to purchase wood for masts. He was so impressed with the timber resources of the Province of Quebec that he returned in 1816 and founded the Price firm.

Lumbering operations were carried on on the Ottawa, St. Maurice and St. Lawrence Rivers and particularly in the Saguenay and Lake St. John regions where William Price took a leading part in opening up the virgin forests and became known as "Father of the Saguenay."

When he died in 1867 the business was carried on by his three sons, William, David and John. The two first mentioned predeceased the Honourable John Price, upon whose death the late Sir William Price became active head. John Price, now president of the firm is a son of Sir William Price.

In 1902 the company entered the pulp making business. They commenced the manufacture of newsprint in 1909. Today with large mills at Jonquiere, Kenogami, Riverbend and Donnacona, Price Bros. rank as one of the world's largest newsprint producers. The Company owns Power developments, extensive timber limits, saw mills, paper mills and a beautiful head office building in Quebec.

The Company's products include newsprint, lumber, shingles, lath and insulating board, making it one of the most widely diversified forest products organizations in Canada.

1930

↓ DONNA CONA ↓



Insulates as it Builds

FACTS ABOUT DONNA CONA

Weight—Donnacona Board weighs approximately 700 lbs. per 1000 square feet. It is three and a half times lighter than $\frac{7}{8}$ " yellow pine sheathing.

Strength—Donnacona Board when used as sheathing resists a strain approximately seven times greater than can be withstood by ordinary building lumber. Tests for tensile strength show Donnacona Board to average better than 240 lbs. per square inch.

Water Resistance—Donnacona Board is the most water repellent building board ever placed on the market. Tests show a total absorption of less than 14% by weight after complete immersion for two hours. After drying out the structural strength of Donnacona Board is in no way impaired.

Plaster Bond—It is practically impossible to separate Donnacona Board from plaster by any ordinary means. A pull of 850 pounds per square foot has been successfully withstood.

Insulating Qualities—Donnacona Board has a thermal conductivity ratio of .33 B.T.U.'s per hour per inch of thickness for a temperature difference of 1° Fahrenheit. Expressed in building terms this means that it provides insulation equivalent to 3½" of solid wood, 12" of brick, and 24" of concrete.


Sound Insulation and Acoustical Value—Due to its cellular composition and rough surface finish Donnacona controls reverberation to a marked degree. It is also remarkably effective in deadening the transmission of sound.

LABORATORY TESTED DAILY


The daily run of Donnacona Board is controlled from the mill laboratory. Hourly specimens are taken at random from the mill run. They are tested for thickness, uniformity and adherence to the specification that govern the making of the board.

All Donnacona Board must measure up to the rigid standards of Price Brothers & Co. Limited, standards, which have been maintained throughout 113 years of business history.





Products of **PRICE BROTHERS** *and Company Limited*



DONNACONA STANDARD INSULATING BOARD

Thickness $\frac{1}{2}$ ". Width 4' 0". Length 8' 0" to 12' 0". Average weight, 700 pounds per 1000 square feet. A strong homogeneous individually-moulded building board, specially treated for water resistance and having a heat insulating value of .33 B.T.U's per hour per square foot per degree Fahrenheit. It has high sound insulating values and is specially treated to render it impervious to vermin, rodents and germs.

Uses:

- (a) Sheathing and Insulation for frame, stucco and brick veneer buildings (replacing wood sheathing).
- (b) Under plaster, replacing lath, giving great bonding strength and added insulation.
- (c) Floor and wall sound insulation.
- (d) Interior and exterior finish. Can be painted and stained.
- (e) Insulating roofs, attics and cellars.
- (f) Providing acoustical control in all interiors.

DONNACONA INDUSTRIAL BOARD (Non-Structural)

Donnacona Industrial Board is made in strong sheets $\frac{1}{2}$ " thick, 3' 0" wide and 6' 0" long. On special orders, board one inch thick can be supplied in various lengths.

Industrial Board has great structural strength and is an excellent insulator. Tests made at the Armour Institute of Technology by Mr. G. F. Gebhardt, Consulting Engineer, show a tensile strength of over 240 lbs. per square inch and a thermal conductivity of less than .33 B.T.U's per square foot per hour for a temperature difference of 1 degree Fahrenheit. This board is specially treated to make it rot, moisture and vermin proof.

Donnacona Industrial Board has many uses. It is particularly useful as roof insulation for large areas, where it conserves heat and prevents condensation on the under side of the roof. In cold storage construction it is applied in layers to build up the necessary insulation value in the walls. It is also useful for temporary buildings, partitions, etc. Its convenient size makes it easy to handle and this cuts down erection costs.

DONNACONA ROOF INSULATION

Thickness $\frac{1}{2}$ " full. Length 5' 0". Width 2' 0". Weight approximately 650 pounds per 1000 square feet. Used as insulation under slate, tile, shingles and other forms of rigid and non-rigid roof covering.

DONNACONA PLASTER LATH

Thickness $\frac{1}{2}$ ". Length 4' 0". Width 1' 6". Weight approximately 4 pounds per piece. The long edges are ship-lapped to provide an unbroken insulating surface. All exposed edges are bevelled, which gives the plaster a more tenacious grip. The lath are easy to handle and apply and quickly erected. DONNACONA PLASTER LATH has the same insulating value as the standard DONNACONA BOARD.



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DONNACONA

INSULATING  **LUMBER**

A PRODUCT OF
PRICE BROTHERS & COMPANY LIMITED
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